



Seattle City Light

2013 RATE DESIGN SURVEY RESULTS



OVERVIEW

- 1069 total responses, Commercial and Residential
- In market October 2013





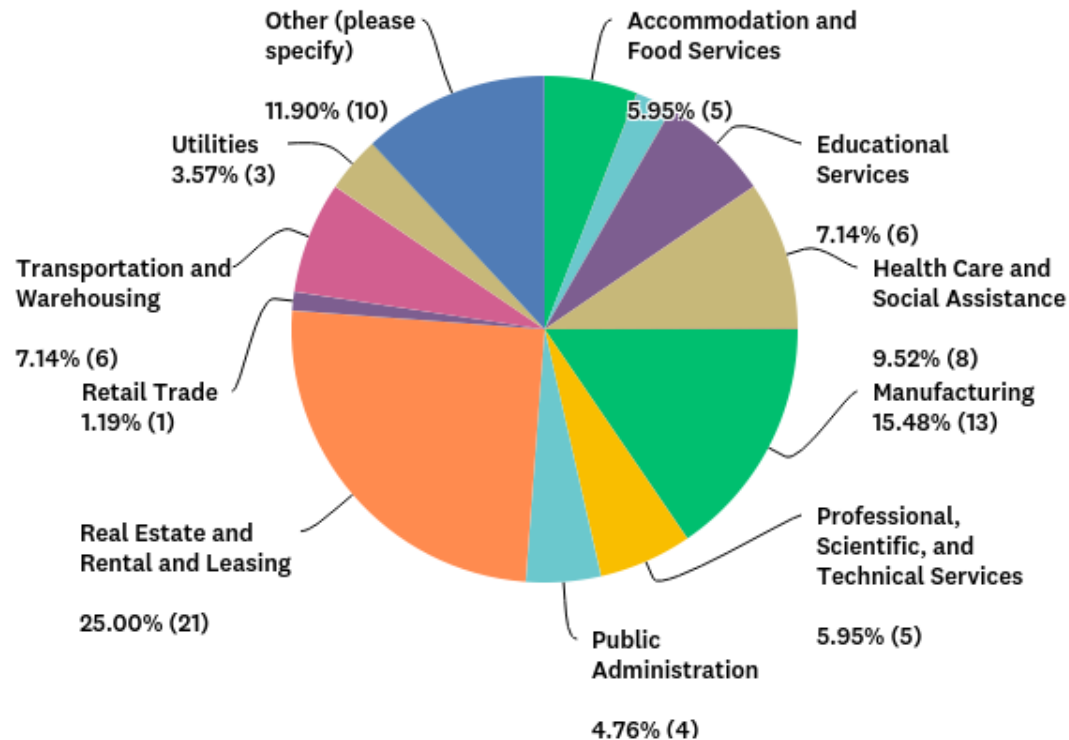
Seattle City Light



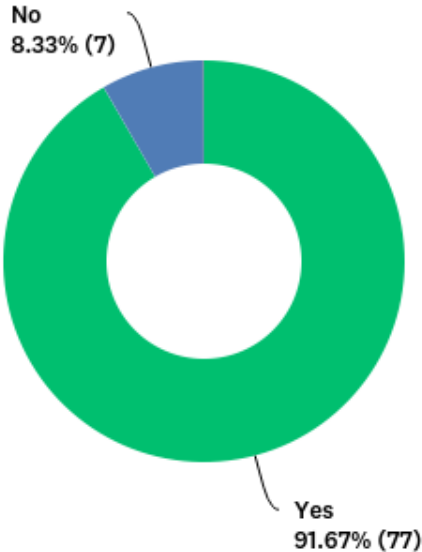
COMMERCIAL RESPONSES



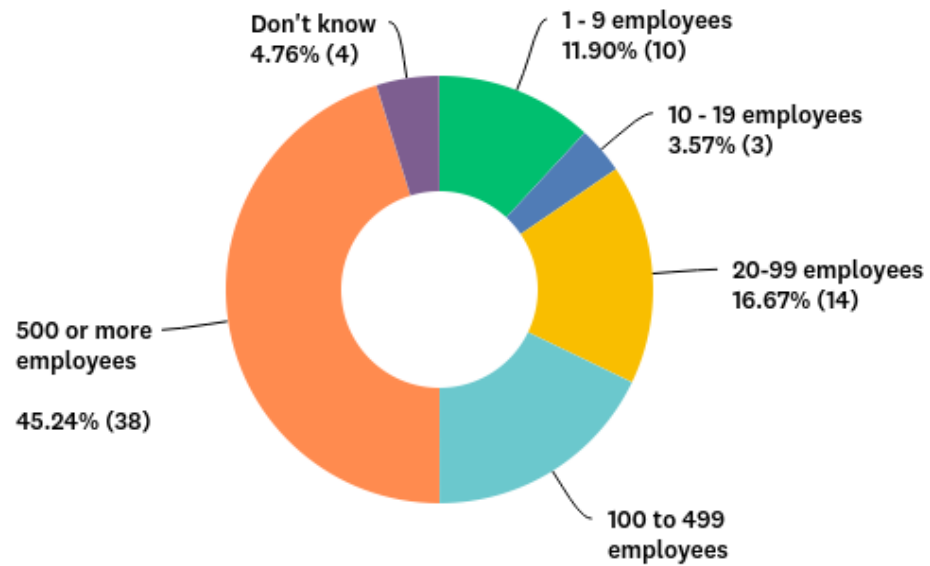
Q6 Which of the following categories best describes your company's primary business?



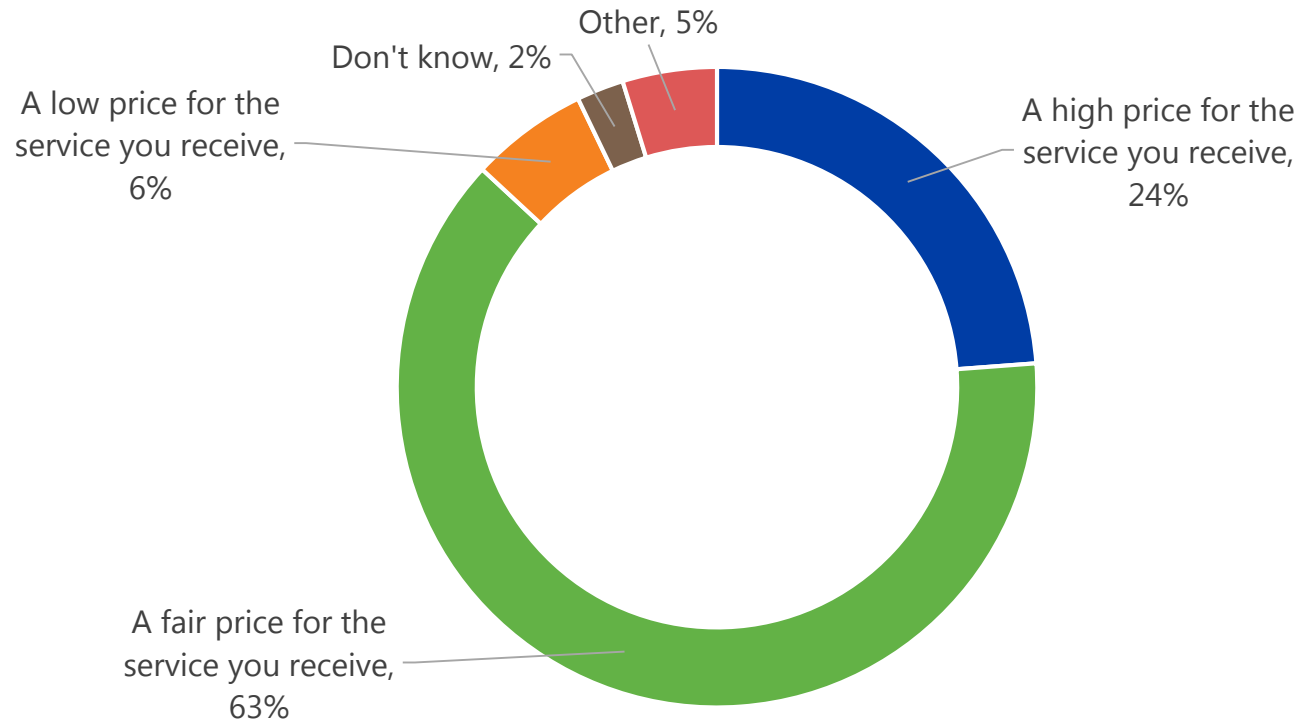
Q7 Are you involved in business decisions that affect electrical use at your workplace?



Q8 Size of business

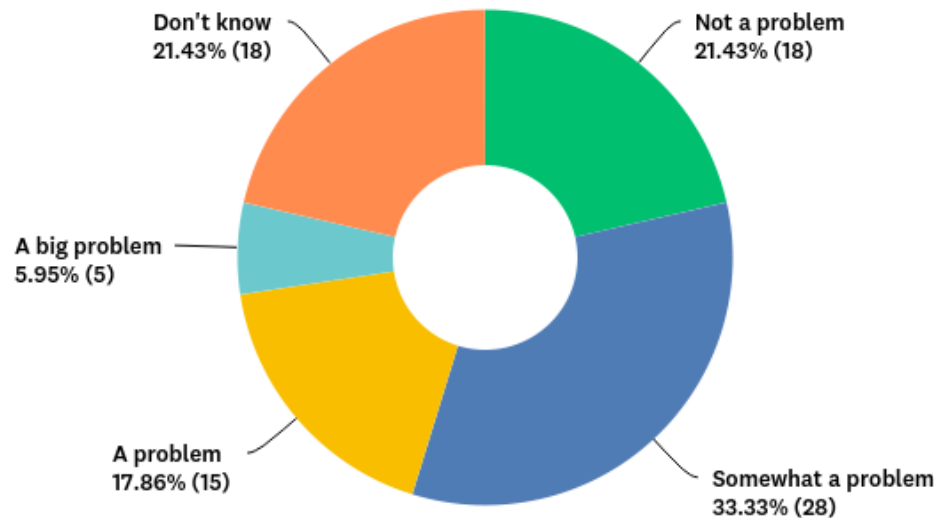


WHEN IT COMES TO THE VALUE OF YOUR ELECTRIC BILL, WOULD YOU SAY YOUR BILL IS...



FIXED CHARGES

Q10 Currently, non-residential customer bills are mostly based on how much electricity is used-- there is no fixed charge for basic services. As a result, some customers may not be paying for their full cost of being connected to the electrical grid, while other customers may be paying more than their true cost. How much of a problem do you think this is for Seattle City Light customers?





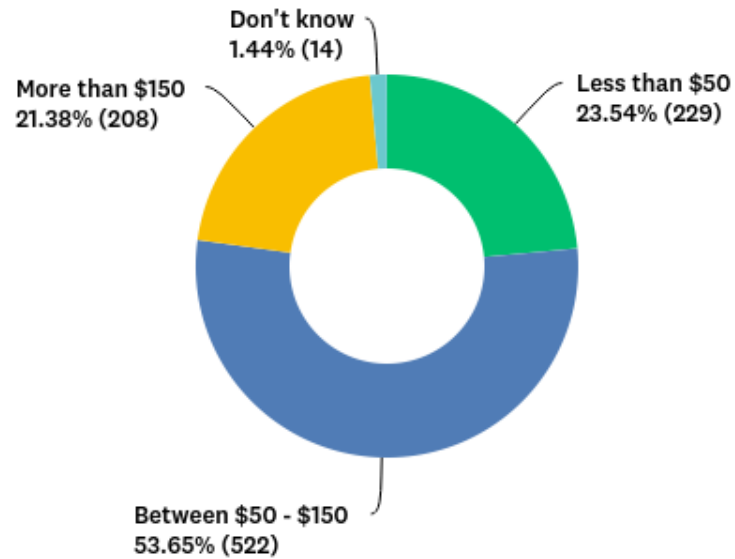
Seattle City Light



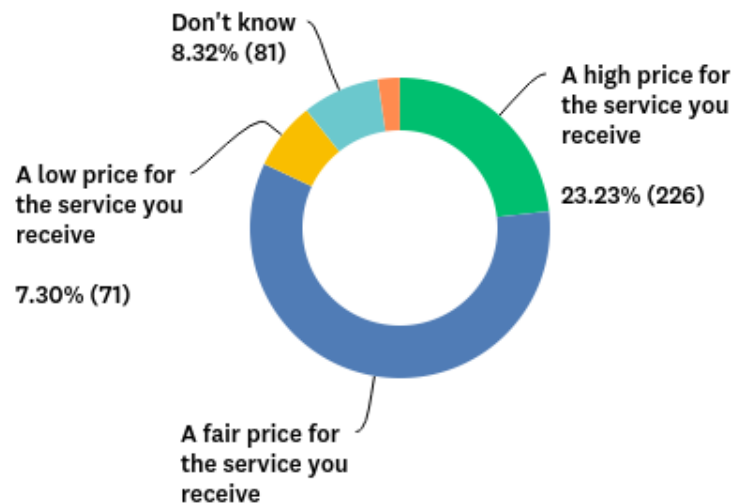
RESIDENTIAL RESPONSES



Q11 On average, how much is your home's electric bill? (Your Seattle City Light bill covers two months.)

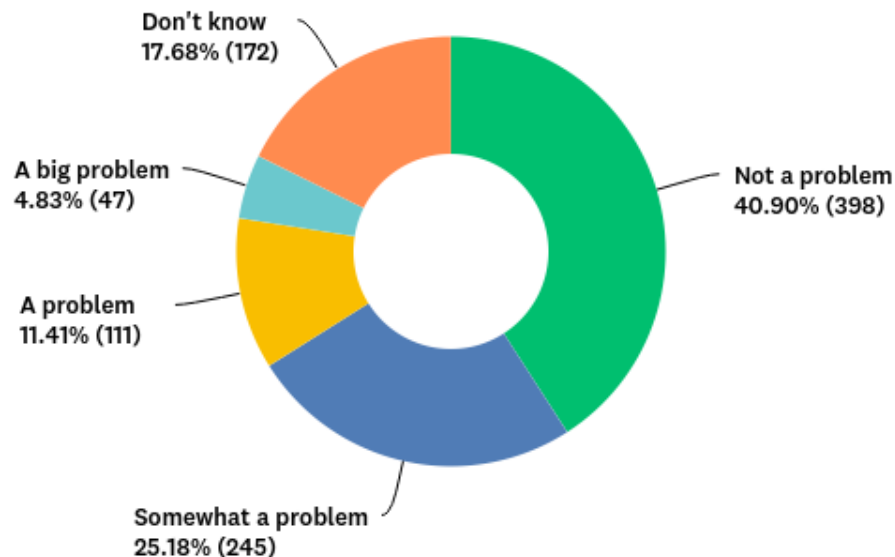


Q12 When it comes to the value of your Seattle City Light electric bill, would you say your electric bill is:



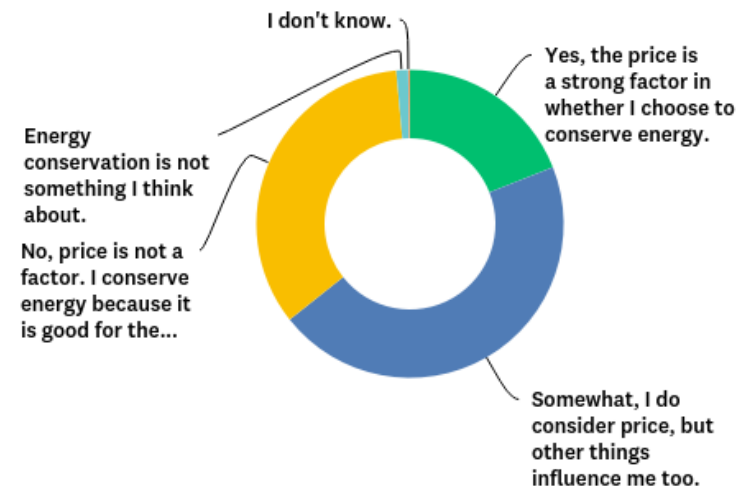
FIXED CHARGES

Q13 Currently, residential customers have a low fixed charge of \$4.71 per month, and then the rest of the bill is based on how much electricity is used. The fixed charge is designed to be very low. As a result, some customers may not be paying for their full cost of being connected to the electrical grid, while other customers may be paying more than their true cost. How much of a problem do you think this is for City Light customers?

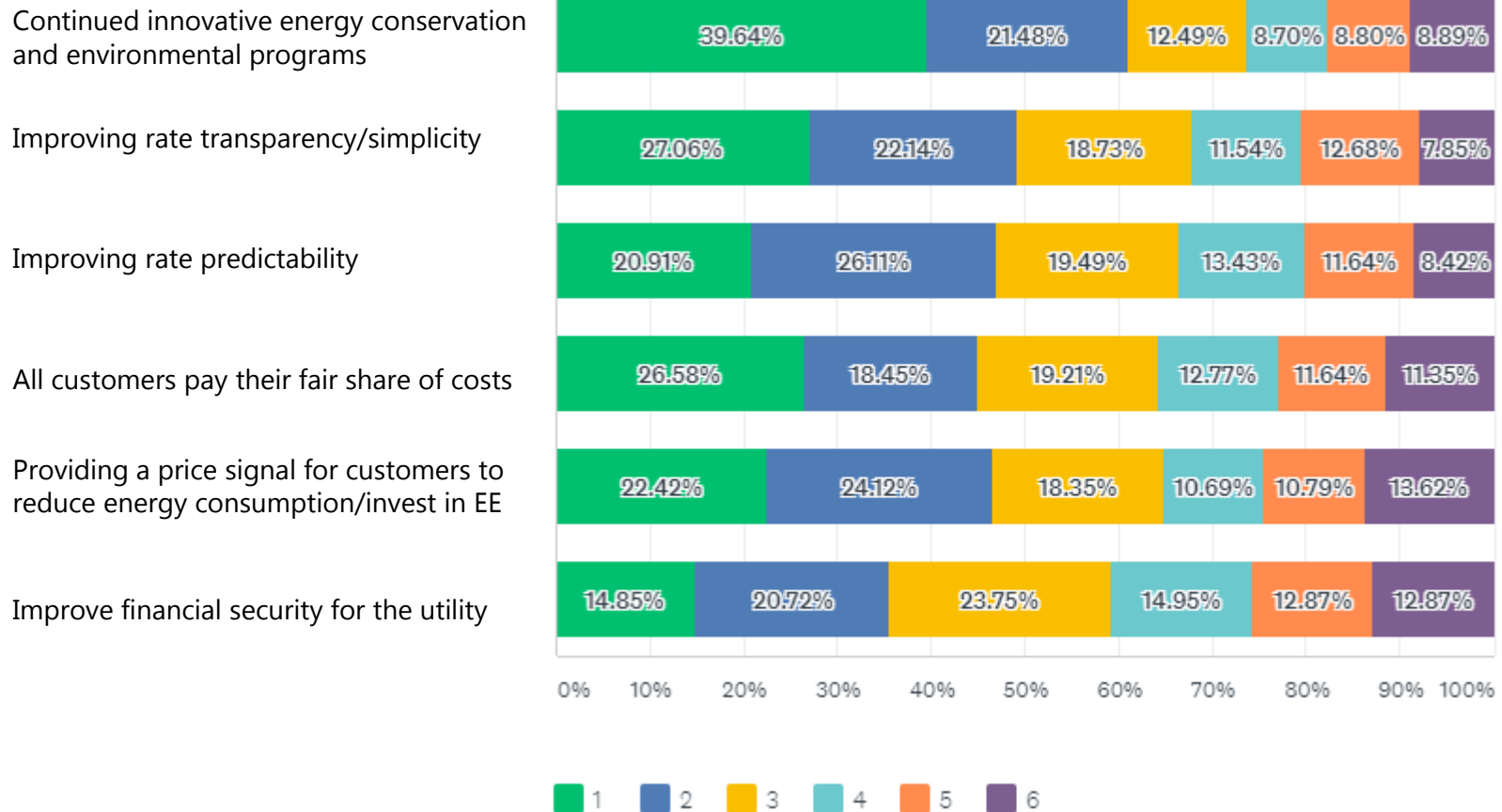


ENERGY CONSERVATION

- City Light is committed to encouraging energy conservation, and is concerned that reducing the price of energy might send the wrong price signal to customers.
- Do you feel that the price that City Light charges you for electricity is a factor in motivating you to conserve energy?



RATE EACH OBJECTIVE (1 BEING HIGHEST PRIORITY, 6 BEING LOWEST)





Seattle City Light



DEMOGRAPHICS



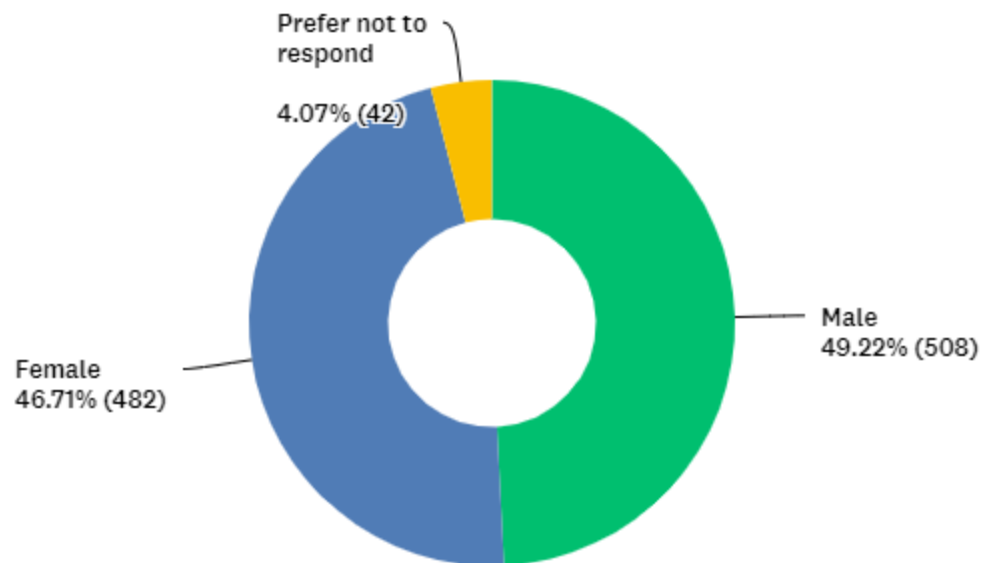
RESIDENTIAL RESPONSES BY LOCATION



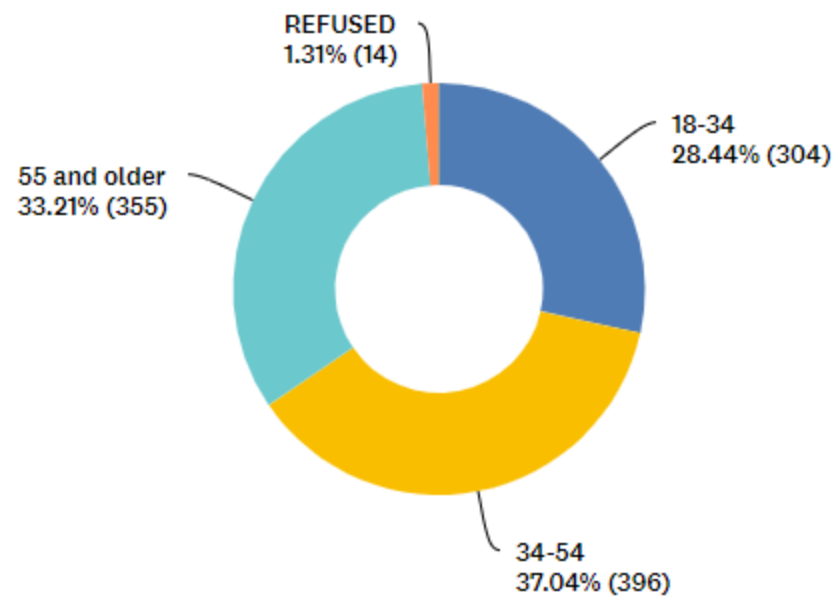
COMMERCIAL RESPONSES BY LOCATION



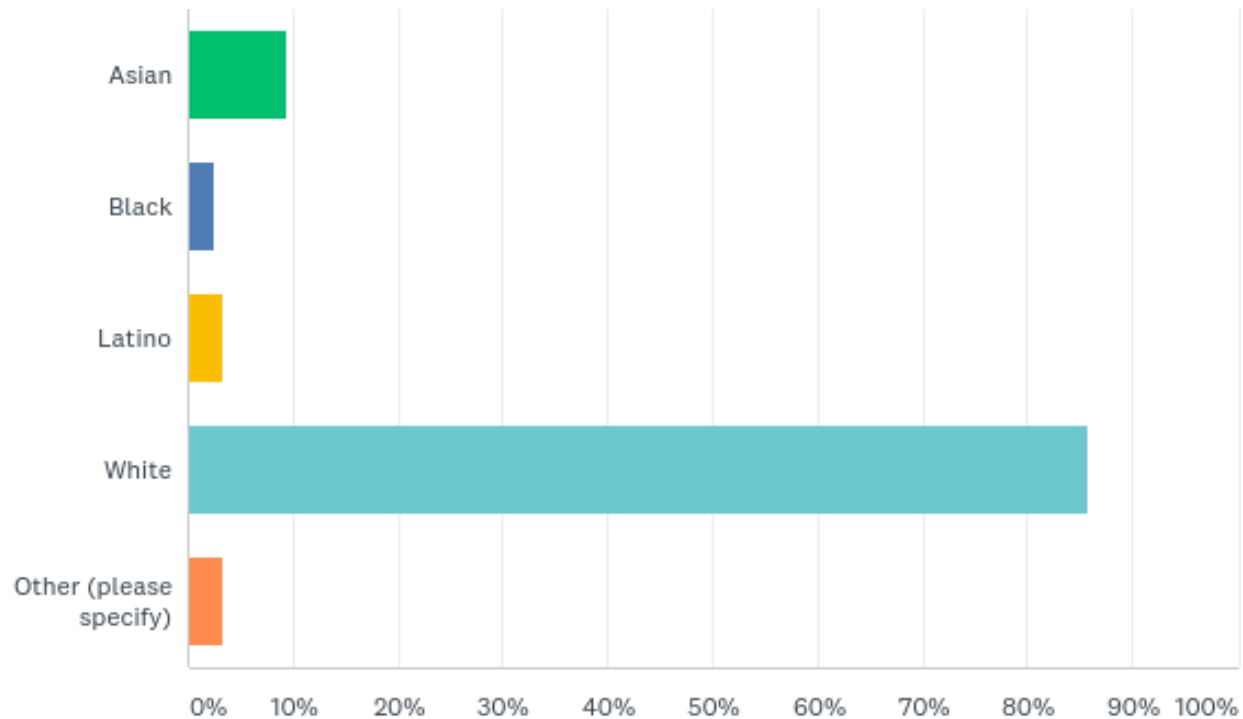
GENDER



WHAT IS YOUR AGE?



RACE/ETHNICITY



CITY LIGHT

OUR MISSION

Seattle City Light is dedicated to delivering customers affordable, reliable and environmentally responsible electricity services.

OUR VISION

We resolve to provide a positive, fulfilling and engaging experience for our employees. We will expect and reinforce leadership behaviors that contribute to that culture. Our workforce is the foundation upon which we achieve our public service goals and will reflect the diversity of the community we serve.

We strive to improve quality of life by understanding and answering the needs of our customers. We aim to provide more opportunities to those with fewer resources and will protect the well-being and safety of the public.

We aspire to be the nation's greenest utility by fulfilling our mission in an environmentally and socially responsible manner.

OUR VALUES

Safety, Environmental Stewardship, Innovation, Excellence, Customer Care



Seattle City Light

